3 SCOPE OF RESEARCH WORK

3.1 Research Aim

The aim of this research is to empirically investigate the impact of celebrity endorsements on consumer buying behavior (purchase intention) in context to India.

3.2 RESEARCH OBJECTIVES

OBJECTIVE 1

Explore and examine the current state of consumer’s perception about celebrity endorsements.

OBJECTIVE 2

Identify the key factors which may influence consumer buying behavior through celebrity endorsements.

OBJECTIVE 3

Examine the impact of celebrity endorsements on consumer purchase intentions.
3.3 Research Questions

Question 1: How do Indian consumers perceive Celebrity endorsed advertisements as compared to non-celebrity advertisements?

Question 2: Do the attributes from the literature review impact the consumer purchase intentions to buy a product when celebrities are used as endorsers?

Question 3: How do celebrities impact the consumer purchase intention when are used as endorsers?

3.4 Research Justification

3.4.1 Academic Justification

Over the past few decades, much research has already been done over the phenomena of celebrity endorsements (Bailey 2007). Researchers in academic journals have explored many new issues related to the celebrity endorsements for instance negative publicity of celebrity, effectiveness of endorsements etc. Moreover, there are many empirical studies already being conducted focussed on major markets like United States, United Kingdom, and China etc. but as far as author's review and knowledge none of the research is done in context to the Indian consumer market. The main reason for choosing this topic is based on the fact that so far no study has been conducted in order to understand the impact of celebrity endorsements on consumer buying behavior with reference to India.

Academically, this research project will be helpful in understanding the perception and attitude of Indian consumers towards celebrity endorsements which may reveal some interesting insights and directions for future research.
3.4.2 Business Justification

Celebrity endorsement has become a common practice in order to differentiate the product from other competing brands in a highly competitive environment (Erdogan 1999). The final aim of every advertising strategy is to instigate the actual behavior of the targeted audience, whether purchase intention or actual consumption (Sharma et al. 2008). If an advertising strategy fails to achieve the same, the million dollars spent are not worth it.

The Indian consumer market is booming at a great pace. According to a report by McKinsey Global Institute (MGI), the India's consumer market will be the fifth largest (from twelfth) in the world by 2025 which is currently valued at US$ 511 billion. Additionally, consumers in India are exposed to several new products every other day followed by marketers‘ differentiation, positioning techniques. Therefore, it will be interesting to investigate the impact of celebrity endorsements on consumers buying behavior in India. From a business perspective, this research project would be useful in understanding the attitude and perceptions of Indian consumers towards celebrity endorsements.

3.4.3 Personal Justification

India is a country where celebrities are worshipped and possess demo-god status. People have always idolized celluloid stars (Katyal, 2007). Marketers take advantage of this opportunity to influence the customers emotionally and make them buy the products. The author, in his school days was under the same influence of celebrity magnetism. Later, after reading and studying marketing, the author came to know about the theoretical and practical underpinnings of celebrity endorsements which increased author’s eagerness to towards the topic. Additionally, the author believes that conducting this research project
will enhance the valuable personal knowledge about the subject and experience for future career applications.

3.4.4 Outline of the Study

The research projected is constructed in a logical order as follows:

Chapter 1 - The first chapter gives a brief introduction of the research topic specifying the aims and objectives to be achieved.

Chapter 2 - This chapter reviews the basics and theories relating to the concept of celebrity endorsement and consumer buying behaviour. It presents the critical evaluation of existing studies being done by various authors on celebrity endorsements. The Research framework identifies the hypotheses that are the basis for this research.

Chapter 3 - This chapter focuses on Research aim and objectives.

Chapter 4 – This chapter aims at building the Hypothesis of the Research

Chapter 5 – This chapter focuses on methodological considerations for this research, explaining the reason explaining each instrument adopted, for instance, research philosophy, research design, data collection methods etc.

Chapter 6- These chapters present the research findings and statistical analysis of the primary data collected for the research and discussion of results obtained.
Chapter 7- This chapter concludes the research, giving recommendations for the celebrity endorsements and suggesting topics for the future research. The key outcomes of the research are summarized in this chapter.